

Downtown Development

Kerry Jarvi, Downtown Development Officer

Key Services

- Bring new business to downtown
- Market downtown Woodstock to potential businesses
- Coordinate efforts of the BIA
- Manage Community Improvement Plan
- Be first point of contact for Streetscape construction

2025 Priorities

- Advance marketing and activation initiatives through the BIA
- Successful marketing to mitigate phases 1 and 2 of Streetscape
- Targeted marketing campaign for business expansion downtown
- Expand participation with Tourism Oxford to increase reach of downtown businesses and activations (Discover Dundas)

Downtown Woodstock BIA

Vision

Downtown Woodstock is the heart of Woodstock! Our vision is to make Downtown Woodstock a destination of choice for residents and visitors for shopping, dining, entertainment, diverse activations, and cultural experiences.

Directive

To improve and sustain the vibrancy and prosperity of downtown Woodstock through beautification and promotional efforts.

Downtown Woodstock BIA - successes

- Renewed Shared Services Agreement
- Completed Strategic Plan for 2025
- Completed Procedural By-law Revision
- Moved to a co-chair system
- Successful Down Town Halls
- Expanding events and marketing (synthetic ice rink)

2025 Budget

	2024 Budget	2024 Actual	2025 Budget
Wages and Benefits	\$122,850	\$123,253.75	\$136,840
Meetings and Luncheons	1,500	3,424.08	2,000
Mileage	750	844.83	750
New Equipment	750	522.61	750
Office Supplies	500	828.06	500
Subscriptions and Memberships	1,200	1,379.21	1,200
Advertising	20,000	10,937.01	25,000
Conferences	3,000	3,916.19	4,000
Events	1,000	500	10,000